

HE-B2-1

For Information

DATE: May 10, 2012

REPORT TITLE: **PEEL PUBLIC HEALTH'S DIABETES PREVENTION PROJECT**

FROM: Janette Smith, Commissioner of Health Services
David L. Mowat, MBChB. MPH, FRCPC, Medical Officer of Health

OBJECTIVE

To provide an update on the Peel Public Health Diabetes Prevention Project.

REPORT HIGHLIGHTS

- The prevalence of diabetes has increased rapidly over the past decade. The rates in Peel exceed those of Ontario.
- Individuals of South Asian descent are at a significantly greater risk for developing diabetes. One quarter of Peel's residents report belonging to the South Asian community.
- Since 2009, the Ministry of Health and Long-Term Care (formerly the Ministry of Health Promotion and Sport) provided 100 per cent funding to pilot and implement the Diabetes Prevention Project in Peel.
- Peel Public Health's Diabetes Prevention Project seeks to increase awareness of diabetes and addresses associated risk factors, with particular focus on the South Asian population.
- The program involves three components: 1) a social marketing campaign, 2) community agency capacity building, and 3) institutional policy change.
- Evaluation of the social marketing campaign found increased awareness among the South Asian population of the risk factors associated with diabetes and increased intention to make healthy behaviour changes.
- Community agencies in Peel are making positive program and policy changes that specifically include the promotion of physical activity and healthy eating.

DISCUSSION

1. Background

Diabetes is an important cause of blindness, kidney disease, heart disease and circulatory problems. The rates of diabetes are rising in the Region of Peel. Peel Public Health's Comprehensive Report on Health (2008) report illustrates that the prevalence of diabetes has rapidly increased over the last decade; and without intervention, is projected to continue rising due to increasing obesity rates, aging of the population and changes to the ethnocultural makeup of the population.

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The most recent data from the Ontario Diabetes Database (2007) indicates that approximately 10 per cent of Peel residents (aged 20 years and older) have been diagnosed with diabetes, which is higher than that of the Province (8.3 per cent). In 2007, diabetes prevalence was highest in Brampton (11.5 per cent) and Mississauga (9.5 per cent), followed by Caledon (7.7 per cent).

According to the Canadian Diabetes Association, approximately 80 per cent of new Canadians originate from populations at high risk for diabetes, including those of South Asian, Aboriginal, Hispanic, Asian, or African descent. Furthermore, South Asians have the highest rate of morbidity and mortality from diabetes-related cardiovascular disease. Approximately one quarter of Peel residents report belonging to the South Asian community.

Since 2009, Peel Public Health has implemented a Diabetes Prevention Project to address the rising rates of diabetes and the need for primary prevention efforts within the South Asian population. This program receives ongoing funding from the Ministry of Health and Long-Term Care (formerly the Ministry of Health Promotion and Sport), which is subject to annual renewal.

The Diabetes Prevention Project was piloted from 2009 to 2010. A staff report was presented to Regional Council on April 15, 2010 describing the pilot's activities and evaluation findings. Since the findings of the pilot test were positive, the Ministry of Health and Long-Term Care has provided funding in 2011 to implement a diabetes prevention program in Peel. Following Ministry of Health and Long-Term Care approval, additional funding will be provided for 2012.

This report provides an update on the Diabetes Prevention Project from the 2010 pilot to present. Program activities have included: continuation of the social marketing campaign, expansion of capacity building using peer leaders in community agencies, and implementation of institutional program and policy change. These activities specifically focus on the promotion of physical activity and healthy eating.

This Project supports the Term of Council Priority #18 entitled Promote a supportive environment for healthy weights.

2. Peel Public Health Diabetes Prevention Project

a) Diabetes Prevention Social Marketing Campaign

The Diabetes Prevention Social Marketing Campaign continues to raise awareness of diabetes and the associated risk factors, particularly among the South Asian population in Peel. Following the pilot, the campaign ran in two waves from February-March 2011 and January-February 2012. Campaign materials consisted of: print advertisements in newspapers, poster advertisements in shopping malls, a cinema spot in movie theatres, advertisements on a social networking websites (Facebook, YouTube), website information (www.southasiandiabetes.ca), and distribution of posters and brochures. Excerpts of the campaign materials are provided in Appendix I.

An evaluation of the campaign was conducted using a combination of online surveys and participant focus groups. The online survey results indicate that the campaign increased awareness of the risk factors associated with diabetes, and increased individuals' intention to make health behaviour changes. Based on the evaluation results, the campaign was found to reach approximately 60,000 Peel residents.

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The online surveys involved over 500 participants after each wave of implementation. Participants from the South Asian population, however, were found to be under-represented. This is common for online surveys since groups from diverse backgrounds are less likely to complete online surveys compared to the general population. To address this gap, participant focus groups were conducted with 26 Peel residents from the South Asian community to better understand the underlying attitudes and motivations towards diabetes and health behaviour change, and obtain feedback on the campaign materials and preferences for future messaging. The qualitative information from these focus groups, as well as continued consultation with existing partners, such as the South Asian Professional Network for Awareness (SAPNA), will serve to aid in the ongoing tailoring of diabetes prevention messaging for Peel's South Asian population.

b) Institutional Policy Change to Promote Healthy Living

Resulting from Peel Public Health's ongoing consultation, many organizations have begun to make institutional changes to reduce the risk of diabetes. Peel Public Health works directly or indirectly with these organizations through the use of "Peer Leaders". Peer leaders are individuals of South Asian descent who can use their cultural knowledge to effectively educate their peers and change institutional food and physical activity policy. Some program and policy changes have included: staff education and training (e.g. distribution of healthy recipes), healthy eating and active living program development (e.g. walking clubs; adding traditional dances, such as Bhangra dancing, to increase physical activity among clients), and institutional food policy (e.g. substituting healthy for unhealthy food options).

To highlight an additional example, the City of Brampton's recreation department underwent several organizational changes to ensure that healthy food choices were offered at local facilities. As a result of this initiative, the Century Gardens Recreation Centre in Brampton received a Ministry of Health and Long-Term Care award for their new food policy. This policy ensures that food provided by the organization is healthier, for example healthier fats would be used in their food offerings. Peel Public Health is continuing to work with other recreation centres and departments, including the City of Mississauga and the Town of Caledon, to consider similar changes.

Pending renewed funding from the Ministry of Health and Long-Term Care, Peel Public Health will continue working with community agencies in Peel. Peel Public Health will also explore new partnerships with other community organizations, such as places of worship, to further reach the South Asian community in Peel.

FINANCIAL IMPLICATIONS

Peel Public Health submitted a funding proposal and was approved for funding (\$300,000) from the Ministry of Health and Long-Term Care to continue implementation of the Diabetes Prevention Project for the 2010-2011 fiscal year. Due to ongoing need for the program, Peel Public Health has submitted a request for funding of approximately \$330,000 for the 2012-2013 fiscal year. Peel Public Health will inform Regional Council of the outcome of this funding application.

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CONCLUSION

The Diabetes Prevention Project's social marketing campaign has been beneficial in raising awareness of diabetes and associated risk factors among the South Asian population. As well, the program has been successful in building organizational capacity to support program and policy development; and several community agencies have demonstrated significant program and policy changes aimed at reducing and preventing diabetes. Peel Public Health will continue building partnerships with community organizations, which will continue to benefit future public health programming and policy development efforts. Renewed funding from the Ministry of Health and Long-Term Care will be needed to ensure that the program meets the need for diabetes prevention in Peel.



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Commissioner of Health Services



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Approved for Submission:



D. Szwarc, Chief Administrative Officer

For further information regarding this report, please contact Gayle Bursey at extension 2617 or via email at gayle.bursey@peelregion.ca

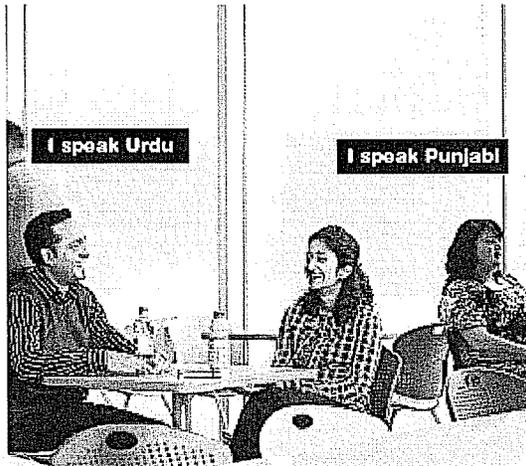
Authored By: Shilpa Mandoda, Hoi Ki Ding and Aarti Soni

c. Legislative Services
 Manager, Financial Support Unit (FSU)

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APPENDIX I

Excerpts of campaign materials from the Diabetes Prevention Social Marketing Campaign



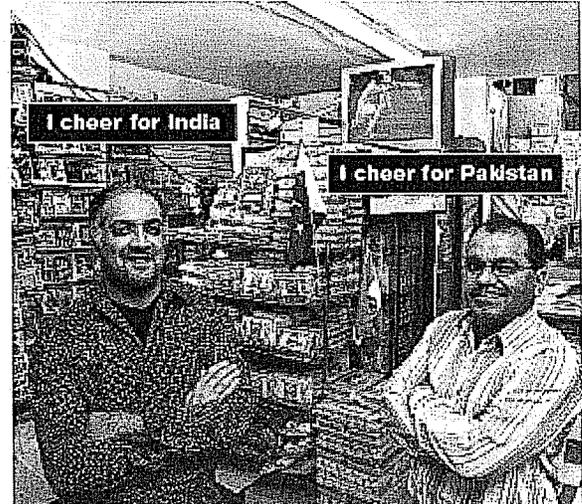
**But we have one thing in common
a higher risk of diabetes**

South Asia is one of the most diverse regions on earth. But studies have shown that one thing we share is a higher risk of developing

type 2 diabetes than other populations. You can do something about it - but a higher risk requires a greater response.

Go to southasiandiabetes.ca to learn what you can do to reduce the risk.

Region of Peel
Making life get
Peachier



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Last Reviewed: November 2010

Diabetes is a serious health issue. And more people are developing diabetes now than ever before.



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